IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re P	Patent Application of))		
Susumu Nakagawa) Group Art Unit: 2424		
Application No.: 09/878,581)) Examiner: Sheleheda, James I	₹.	
Filing	Date: June 11, 2001)) Confirmation No: 2762		
Title:	IMAGE CONTENT AND ADVERTISEMENT DATA PROVIDING METHOD, SYSTEM, AND APPARATUS))))		
	AMENDMENT/REPLY TRANSMI	IT	TTAL LETTER		
Comm P.O. B	Stop Amendment hissioner for Patents Sox 1450 hdria, VA 22313-1450		Date: November 7, 201	1	
Sir:					
Enclos	sed is an Amendment under 37 C.F.R. § 1.111 for the	e a	above-identified patent applicati	ion.	
	A Petition for Extension of Time is enclosed.				
	Terminal Disclaimer(s) and the \$70 \$37 C.F.R. § 1.20(d) are enclosed.] \$	\$140 fee per Disclaimer due und	er.	
\boxtimes	Also enclosed is a Certified Translation of the Priority Document.				
	Small entity status is hereby claimed.				
	Applicant(s) requests continued examination under 37 C.F.R. § 1.114 and enclose the \$\text{\$\subset\$}\$				
	Applicant(s) request that any previously unentered Continued examination is requested based on the en				
	Applicant(s) previously submitted which continued examination is requested.		onf	or	
	Applicant(s) requests suspension of action by the O, which does not exceed three n		fice until at least onths from the filing of this RCE	E, in	

accordance with 37 C.F.R. § 1.103(c). The required fee under 37 C.F.R. §1.17(1) is enclosed.
A Request for Entry and Consideration of Submission under 37 C.F.R. §1.129(a) (1809/2809) is also enclosed.
No additional fee is claimed.
An additional claim fee is required, and is calculated as shown below:

AMENDED CLAIMS						
	No. of Claims	Highest No of Claims Previously Paid for	Extra Claims	Rate	Add	litional Fee
Total Claims	21	31	0	x 52 (1202)	\$	0
Independent Claims	4	13	0	x 220 (1201)	S	0
☐ If multiple dependent c	\$	0				
Total Claim Amendment	\$					
Small Entity Status cla	\$	0				
TOTAL ADDITIONAL CLAIM FEE DUE FOR THIS AMENDMENT						0

	Chargeto Deposit Account No. 50-0320 for the fee due.	
	A check in the amount of is enclosed for the fee due.	
	Charge to credit card.	
\boxtimes	The Director is hereby authorized to charge any appropriate fees under 37 C.F.R. §§ 1 1.17 and 1.20(d) and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. 50-0320.	.16,

By: _

Respectfully submitted,

Frommer Lawrence & Haug LLP

Date: November 7, 2011

Ellen Marcie Emas Registration No. 32,131